



## Adventus.io signs multi-year partnership with London Metropolitan University to deliver compliant growth in student recruitment

**LONDON, UK, 01 February 2023:** [Adventus.io](#), a B2B2C international student recruitment marketplace with over 7,000 agents and 1,600 institution partners globally, today announced that London Metropolitan University (London Met) have entered into a multi-year agreement with Adventus.io to deliver student recruitment, marketing, admissions and compliance services. Central to this partnership is the University's adoption of Adventus Professional Services (APS) initially supporting student recruitment from South Asia and now expanding into Sub-Saharan Africa. APS is Adventus.io's admissions and compliance servicing arm, supporting institutions to confidently deliver exceptional application turnaround, and compliance assessments via white label services with SLA and scalability.

The launch reflects increasing appetite amongst institutions to partner with external market experts on applicant workflow in order to efficiently process the high volumes of student applications they have faced following pent up demand post the Covid pandemic. Many institutions are being inundated by applications of varying quality - overburdening their already constrained operations. With budget constraints still a factor for many, institutions are seeking smarter and more sustainable ways to support growth without compromising on quality. APS provides institutions with scalability and service levels, stronger quality control measures, channel management expertise, as well as market insight and analytics. This combination would often not be available when managing the process completely in-house.

With this strategic partnership London Met has also subscribed to *Adventus Drive*, a premium suite of channel management and analytics tools. Since implementing *Drive*, London Met has seen a high volume of quality applications come through the Adventus.io marketplace. For the Sept 2022 intake alone, London Met received over 600 applications via the platform, of which almost a quarter have been directly attributed to *Drive* targeted marketing tools. For the January 2023 intake, London Met surpassed over 1,000 applications from Adventus.io and is on track to exceed a 30% conversion rate from offer to enrolment.

Since partnering with Adventus.io, London Met has achieved a greater diversity of applications, including from students in India, Pakistan, Bangladesh, Nigeria, Nepal and Sri Lanka. *Drive* has played an integral role in helping London Met control which source markets to dial up recruitment efforts in.

Whilst supporting the generation of quality applications through *Adventus Drive*, admissions and compliance services via APS were rapidly scaled up between May and December 2022, where Adventus.io assessed over 15,000 applications and conducted over 2,000 compliance interviews on behalf of London Met across their South Asia markets. The initial phase resulted in zero visa refusals based on credibility following interviews by APS in these markets. The majority of applications were processed within 24 to 48 hrs providing certainty and confidence to agents and students in London Met's level of service to applicants.

Jennifer Wilkinson, Director of Student Recruitment & Business Development at London Met said:

"We have been delighted with the initial outcomes of our partnership with Adventus.io, particularly through the APS work, which is why we have decided to further expand our relationship.

"We saw a significant increase in international applications to London Met this year, thanks to favourable market conditions, in addition to the introduction of new programmes and recruitment strategies and the bounce back of demand following Covid-19 restrictions. We would not have been able to capitalise on this demand in the same way without the support of Adventus.io, who have supported measured growth with

a persistent focus on high quality in line with our institutional priorities. The time-consuming, but essential, activities in our admissions and compliance processes are now delivered more efficiently and at greater scale by market experts and we have the confidence that through our partnership growth can be achieved in tandem with high levels of quality control and compliance. We are excited to continue to work closely with Adventus.io to ensure we meet our international targets in an efficient, compliant and transparent way.”

Patrick Whitfield, Chief Commercial Officer of Adventus.io said:

“We are thrilled to be partnering with London Met to help them deliver a market-leading service to prospective students and agents, which is already proving to be game-changing for the University.”

"Increasingly, institutions are exploring integrated partnerships with our marketplace to access our unrivalled quality & compliance expertise. We were the first Edtech to invest heavily in rigorous compliance processes. When we launched in 2020, we knew the market was shifting. The days of 'black-box' recruitment, with no channel transparency or data are numbered. Institutions seek true partnerships that align with student success and support compliant growth. We believe this is only the beginning of what we can achieve with London Met and look forward to working with them to solve more challenges as we continue to drive smart and sustainable growth for our partners."

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#### **About London Met:**

Based in one of the world's most exciting capital cities, London Met is home to a welcoming community of inspiring and determined learners, teachers and innovative thinkers.

We offer a wide range of courses, from undergraduate and postgraduate degrees to short courses and professional qualifications, many of which are available to study full-time or part-time to best suit your needs and lifestyle.

#### **Experience The Real London**

Like the wider London community, our students, staff and graduates come from all kinds of backgrounds – some from around the corner, others from around the globe. Each and every one of them belongs here and uniquely contributes to our community and the city around them. [They are The Real London. This is The Real London.](#)

#### **Best in London for teaching quality**

We pride ourselves on the education we provide to our students. This has been recognised in The Times and Sunday Times Good University Guide 2023 where we ranked ninth in the UK for our teaching quality.

**About Adventus.io:**

Adventus.io is transforming the way the world accesses international education. Every year, over 1 million students worldwide leave their homes to make one of the most important and expensive decisions of their lives. But the system supporting their journey is built on fractured analog infrastructure. Adventus.io has transformed the infrastructure so students can make confident decisions - free of bias and guesswork.

Our B2B2C marketplace provides the international student recruitment sector with the global backbone to find and transact with each other. Connecting institutions, recruitment agents, and adjacent services to create reliable channels into leading and emerging markets. Opening pathways everyone can trust will deliver the results right for their needs.

For institutions, we provide control and transparency to manage, assess, and grow their student recruitment channels - their way. For recruitment agents, we democratise access to the world's leading institutions, smart application management tools, and regional expertise. For adjacent services, we deliver direct access to a captive market. Creating a one-stop-shop for a student's academic journey.

Since being founded in 2018, we have raised USD\$30 million, partnered with 1,600+ education institutions and 7,000+ agents, and processed 100,000+ applications. Our presence expands to 40+ study destinations and 20+ source countries, supported by 400+ team members.

More: <https://adventus.io/>